



Section 5: Marketing 2006-2007

Need course information?

- ❑ Course Descriptions
- ❑ Course Sequences
- ❑ Certifications, Licenses, and Assessments
- ❑ Career Clusters



Section 5: Marketing Course Descriptions, Sequences, Certifications, Career Clusters

Section Overview

This section presents course information applicable to the Marketing program area: course descriptions, course concentration and specialization sequences, certifications available to course completers, and career clusters. Following the course description, the remainder of the information for each course or course sequence is presented in a chart. The following definitions and criteria are summarized to clarify and enhance the chart components.

Sequences

- A *concentration* is a coherent sequence of courses completed by a student in a specific career area as identified in this planning guide.
- A *specialization* is a choice by a student to specialize in an occupational field by taking additional courses in a specific career area as identified in this planning guide.
- A career and technical education *completer* is a student who has met the requirements for a career and technical concentration or specialization and all requirements for high school graduation or an approved alternative education program.

Certifications/Licenses/Assessments Available

Certain courses enable student completers to earn industry certification, a state license, and/or a national certification. These credentials are beneficial (and sometimes essential) to students seeking employment in a career field or occupational specialty. In addition, students who obtain these credentials earn verified credits toward graduation.

- A *standard credit* is based on a minimum of 140 clock hours of instruction and successful completion of the requirements of the course.
- A *verified credit* is based on a standard credit plus a passing score on the end-of-course SOL test (or other test as described in the Standards of Accreditation 8 VAC 20-131-110). A standard credit may not be verified more than once.
- A *student-selected verified credit* is a credit for a course that includes a test (other than SOL) approved by the Virginia Board of Education.

For students to be eligible to receive student-selected verified credits, their teacher must be certified by the issuing organization relative to the industry certification or licensure. In the case of a CTE program area where there are potential multiple certifications, the teacher must be certified in at least one industry certification that is related to the course and/or course sequence. ***Exception:*** There is no teacher certification requirement for students to receive verified credits upon passing a selected NOCTI assessment related to their CTE program.

Verified credits (other than those earned through NOCTI) entitle students to the Career and Technical Education diploma seal. Some verified credits earn students the Advanced Mathematics and Technology seal. Each year, the Virginia Board of Education approves the industry certifications that enable students to earn these seals.

Additional information and the relationships among Board-approved examinations, verified credits, and diploma seals are explained in the Introduction and in Section 9. Additional information, including the description of each credential, ways to earn the credential, and courses that may prepare students for examination, is contained in Section 10: Descriptions of Certifications, Licenses, and Assessments.

Career Clusters

To help students investigate careers and design their courses of study to advance their career goals, the Office of Career and Technical Education Services in Virginia has adopted the nationally accepted structure of career clusters, career pathways, and sample career specialties or occupations.

To simplify federal reporting, *The Career and Technical Education Reporting System (CTERS) User's Manual* assigns a career cluster to each course. The cluster is also listed here.

Additional information and samples of CTE course selection using career families are included in Section 11: Instructional Planning with Career Clusters, Career Pathways, and Occupations.

Middle School Course

Note: The following middle school course is listed and described in Section 12, Career Exploration and Middle School. It is reported in the Marketing, Sales, and Service career cluster. Completer sequences and certifications do not apply.

Course Title and Code	Section 12 Page
• Make It Your Business 8109, 8112, 8113, 8114	12-5

High School Course Credit in Middle School

Local school divisions may offer certain high school courses to students in middle school and award secondary credit to those students who master the secondary state-approved course competencies. The Marketing secondary course that may be offered in middle school for high school credit is **Principles of Business and Marketing 8115**.

General Marketing

Fundamentals of Marketing 8110

Grade Level: 10 (36 weeks)

Fundamentals of Marketing is a basic elective course offered in the three-year Marketing program. Students gain a basic understanding of marketing and its importance and develop fundamental social, economic, mathematical, marketing, job search, and occupational decision-making skills necessary for successful initial employment in retail, wholesale, or service businesses. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Fundamentals of Marketing may be included in addition to any two 36-week course sequences for any of the following: <ul style="list-style-type: none">• General Marketing• Executive Marketing• Apparel and Accessories Marketing• Hospitality, Tourism, and Recreation Marketing	N/A	N/A	Marketing, Sales, and Service

Internet Marketing 8125 (oe)

Grade Levels: 11, 12

Students learn about the paperless exchange of business and marketing information, using technology (e.g., Internet, e-mail, electronic data interchange, and electronic funds transfer). Included in this course is an overview of the technology of Web servers, clients, and net infrastructure and the background of this fast-growing market; the economics of electronic markets; marketing research; advertising on the Web and Web page basics; pricing information; security and encryption; and on-line business opportunities. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
<ul style="list-style-type: none">• Internet Marketing 8125• Advanced Marketing 8130/8131	<ul style="list-style-type: none">• Internet Marketing 8125 and• Advanced Marketing 8130/8131 and• Marketing Management 8132	Available upon completion of Internet Marketing: <ul style="list-style-type: none">• Fundamental Concepts of Business and Marketing Certificate (ASK Institute)• National Professional Certification in Customer Service (National Retail Federation Foundation)	Marketing, Sales, and Service
<ul style="list-style-type: none">• Internet Marketing 8125• Marketing Management 8132			

Introduction to Marketing 8111

Grade Level: 10 (18 weeks)

Students gain basic knowledge about marketing and its importance and basic skills important for entry-level marketing employment. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Introduction to Marketing may be included in addition to any two 36-week course sequences for any of the following: <ul style="list-style-type: none"> • General Marketing • Executive Marketing • Apparel and Accessories Marketing • Hospitality, Tourism, and Recreation Marketing • Financial Services Marketing 	N/A	N/A	Marketing, Sales, and Service

Make It Your Business 8109

Grade Levels: 6, 7, 8, 9 (6 weeks)

Make It Your Business 8112

Grade Levels: 6, 7, 8, 9 (9 weeks)

Make It Your Business 8113

Grade Levels: 6, 7, 8, 9 (12 weeks)

Make It Your Business 8114

Grade Levels: 6, 7, 8, 9 (18 weeks)

Students are provided opportunities to run a small group or class business based on their own design for providing a service or product needed at their school. They learn business terminology, basic entrepreneurship concepts, and fundamental business operating principles in this course. Design of course content allows for interdisciplinary instruction. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Make It Your Business may be included in addition to any two 36-week course sequences for any of the following: <ul style="list-style-type: none"> • General Marketing • Executive Marketing • Apparel and Accessories Marketing • Hospitality, Tourism, and Recreation Marketing • Financial Services Marketing 	N/A	N/A	Marketing, Sales, and Service

Marketing 8120 (co-op)

Marketing 8121 (oe)

Grade Levels: 11, 12 (36 weeks)

Students are introduced to functions and foundations involved in the marketing of goods, services, and ideas and achieve skills necessary for successful marketing employment. Students study risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution, and financing. Foundation skills include economics, human resources, and marketing and business necessary for success in marketing occupations. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Advanced Marketing 8130 (co-op)**Advanced Marketing 8131 (oe)****Grade Level:** 12 (36 weeks)**Prerequisite:** Marketing 8120/8121

Students continue to gain knowledge of marketing functions and foundations as they relate to supervisory and management responsibilities and develop skills needed for advancement. They develop skills for supervisory positions and/or for continuing education in a marketing-related field. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
<ul style="list-style-type: none"> Marketing 8120/8121 Advanced Marketing 8130/8131 	Marketing 8120/8121 and Advanced Marketing 8130/8131 and one of the following: <ul style="list-style-type: none"> Internet Marketing 8125 Marketing Management 8132 	Available upon completion of Marketing 8120/8021: <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) 	Marketing, Sales, and Service
Marketing 8120/8121 and one of the following: <ul style="list-style-type: none"> Internet Marketing 8125 Marketing Management 8132 		Available upon completion of Advanced Marketing 8130/8131: <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) Advanced Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) Retail Trades Assessment (NOCTI) 	

Principles of Business and Marketing 8115**Grade Levels:** 9, 10 (36 weeks)**Principles of Business and Marketing 8116****Grade Levels:** 9, 10 (18 weeks)

Students explore the roles of business and marketing in the free enterprise system and the global economy. Students study how the American economy operates and prepare to make decisions as consumers, wage earners, and citizens.

Note: This high school course may be offered to middle school students if approved by the local school division.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Principles of Business and Marketing 8115/8116 is a part of the General Marketing sequence and may be included with other marketing courses but does not count toward a concentration sequence.	N/A	N/A	Marketing, Sales, and Service

Executive Marketing

Global Marketing and Commerce 8135 (oe)

Grade Levels: 11, 12 (36 weeks)

Prerequisites: None (It is recommended that students be enrolled in a foreign language course either concurrently or prior to enrolling in this course.)

Global Marketing and Commerce is a specialized course for students with a career interest in the field of international trade. Students gain an understanding of the various careers in global trade, finance, shipping, and marketing and consider fundamental concepts, principles, and theories of marketing in an international setting. Course content blends macroeconomic and microeconomic theory with international culture, politics, legal issues, concepts, practices, and applications. Internships may be available to provide students with additional opportunities for "hands-on" experiences in international marketing. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Advanced Global Marketing and Commerce 8136 (oe)

Grade Level: 12 (36 weeks)

Prerequisite: Completion of Marketing 8120 or 8121 or Global Marketing and Commerce 8135 (It is recommended that students be enrolled in a foreign language course either concurrently or prior to enrolling in this course.)

Advanced Global Marketing and Commerce, a specialized course for students with a career interest in international trade, builds upon concepts learned in Global Marketing and Commerce (8135). Economic and international trade concepts are reviewed, and the world environment of international trade is further explored. Students expand their knowledge about the impact of culture on international trade and continue their study of the legal and political aspects of international marketing. Global product strategies are examined. Concepts detailing entry into international markets, pricing strategies, international promotion, and marketing research are studied. Computer/technology applications supporting international marketing are explored. A review of skills and preparation required for careers in international marketing complete this course. Internships that provide "hands-on" opportunities in the international area may be available to students. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Global Marketing and Commerce 8135 and one of the following: <ul style="list-style-type: none"> Advanced Global Marketing and Commerce 8136 Internet Marketing 8125 	N/A	<p>Available upon completion of Global Marketing and Commerce</p> <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) <p>Available upon completion of Advanced Global Marketing and Commerce:</p> <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) Advanced Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) 	Marketing, Sales, and Service

Marketing Management 8132 (oe)**Grade Level:** 12 (36 weeks)

High school seniors who plan to attend college with a concentration in marketing, business, or management and/or who have tentative plans to manage or own a business will benefit from this course. Students develop critical-thinking and decision-making skills through the application of marketing principles to (a) small and large businesses, (b) nonprofit organizations, (c) the professions, (d) service industries, and (e) other institutions or associations that market products, services, ideas, or people. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Marketing Management 8132 and one of the following: <ul style="list-style-type: none"> • Internet Marketing 8125 • Marketing 8130/8131 	N/A	Available upon completion of Marketing Management: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate (ASK Institute) • Advanced Concepts of Business and Marketing Certificate (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) • Retail Trades Assessment (NOCTI) 	<ul style="list-style-type: none"> • Marketing, Sales, and Service • Business, Management, and Administration

Exploring Entrepreneurship 9093**Grade Levels:** 9, 10, 11, 12 (18 weeks)

Students explore qualities of individual enterprise or the art of succeeding in a career. They develop skills needed to advance in an ever-changing work environment. Specifically, students develop competencies in decision making, long-range planning, effective communication, accountability, responsibility, and continuing education. Both individual development and business plan development are examined as concurrent career pathways.

Entrepreneurship Education 9094**Grade Levels:** 11, 12 (36 weeks)

This course is designed for students who wish to concentrate on strategies for career development through ownership/management of their own businesses. Although individual skills are emphasized, the focus of the course is on development of a business plan, including the following: Determination of type of business enterprise, legal considerations, location selection, financing, steps in getting the enterprise started, marketing strategy, and interaction with successful entrepreneurs.

Entrepreneurship courses may be included in many sequences to provide opportunities for students to investigate or prepare for business ownership. More information is available from the Career Connections service area, Virginia Department of Education.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Entrepreneurship courses may be included in addition to any two 36-week course sequences for any of the following: <ul style="list-style-type: none"> • General Marketing • Executive Marketing • Apparel and Accessories Marketing • Hospitality, Tourism, and Recreation Marketing • Financial Services Marketing 	N/A	N/A	Marketing, Sales, and Service

Fashion Marketing

Introduction to Fashion Design and Marketing 8148/8149

Grade Levels: 10, 11, 12 (18/36 weeks)

The marketing and fashion design competencies in this course focus on identifying and exploring individual careers within the fashion design, manufacturing, and marketing industry. Units of study include the relationships that exist among all areas of the clothing industry; related global and economic issues; exploration of careers in color, design, and finishing; auxiliary fashion industries; clothing maintenance, alterations, and repair; entrepreneurial opportunities in related areas; and the skills and characteristics necessary for success in careers in the textile, design, apparel production, and fashion marketing industries. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Fashion Marketing 8140 (co-op)

Fashion Marketing 8141 (oe)

Grade Levels: 11, 12 (36 weeks)

In this specialized course, students gain basic knowledge of the apparel and accessories industry and skills necessary for successful employment in apparel businesses. Students develop general marketing skills necessary for successful employment in fashion marketing, general marketing skills applicable to the apparel and accessories industry, and specialized skills unique to fashion marketing. Personal selling, sales promotion, purchasing, physical distribution, market planning, and product/service technology as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied.

Advanced Fashion Marketing 8145 (co-op)

Advanced Fashion Marketing 8146 (oe)

Grade Level: 12 (36 weeks)

Prerequisite: Marketing 8120/8121 or Fashion Marketing 8140/8141

Students with a career interest in apparel and accessories marketing gain in-depth knowledge of the apparel and accessories industry and skills important for supervisory-management employment in apparel businesses. They develop advanced skills unique to fashion marketing and advanced general marketing skills applied to the apparel and accessories industry. Professional selling, sales promotion, buying, merchandising, marketing research, product/service technology, and supervision as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
<ul style="list-style-type: none"> • Introduction to Fashion Design and Marketing 8149 and • Fashion Marketing 8140/8141 and • Advanced Fashion Marketing 8145/8146 	N/A	<p>Available upon completion of Fashion Marketing:</p> <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certification (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) <p>Available upon completion of Advanced Fashion Marketing:</p> <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certification (ASK Institute) • Advanced Concepts of Business and Marketing Certification (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) • Retail Trades Assessment (NOCTI) 	Marketing, Sales, and Service

Hospitality, Tourism, and Recreation Marketing

Hotel/Motel Marketing 8160 (co-op)

Hotel/Motel Marketing 8161 (oe)

Grade Levels: 11, 12 (36 weeks)

In this specialized course, students with a career interest in the field of hospitality and recreation develop skills in the areas of hotel front-office procedures, human relations, food and beverage service, purchasing, tourism, travel, and sales promotion. In addition, students obtain a thorough understanding of the hotel-motel industry and the career options available. Academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied.

Advanced Hotel/Motel Marketing 8162 (co-op)

Advanced Hotel/Motel Marketing 8163 (oe)

Grade Level: 12 (36 weeks)

Prerequisite: Hotel/Motel Marketing 8160/8161

Students gain in-depth knowledge of the marketing functions within the hotel-motel industry and the management responsibilities for those functions. They develop advanced skills in the area of hotel-motel operation in which they choose to specialize.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Hotel/Motel Marketing 8160/8161 and one of the following: <ul style="list-style-type: none"> • Advanced Hotel/Motel Marketing 8162/ 8163 • Internet Marketing 8125 • Advanced Marketing 8130/i131 • Marketing Management 8132 	<ul style="list-style-type: none"> • Hotel/Motel Marketing 8160/8161 and • Advanced Hotel/Motel Marketing 8162/8163 and one of the following: • Internet Marketing 8125 • Marketing Management 8132 	Available upon completion of Hotel/Motel Marketing: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate • Lodging Management Program Certification, Level 1 (AH&LA) • National Professional Certification in Customer Service (National Retail Federation Foundation) • START Certification (AH&LA) Available upon completion of Advanced Hotel/Motel Marketing: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate (ASK Institute) • Advanced Concepts of Business and Marketing Certificate • Lodging Management Program Certification, Level 2 (AH&LA) • Hospitality Management—Food & Beverage Assessment (NOCTI) • Hospitality Management—Lodging Option Assessment (NOCTI) • National Professional Certification in Customer Service (National Retail Federation Foundation) • START Certification (AH&LA) 	Hospitality and Tourism

Sports, Entertainment, and Recreation Marketing 8175 (co-op)

Sports, Entertainment, and Recreation Marketing 8176 (oe)

Grade Levels: 10, 11, 12 (36 weeks)

Students develop skills in the areas of marketing analysis, event marketing, communication, and human relations, along with a thorough understanding of the sports, entertainment, and recreation industry and career options available. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Advanced Sports, Entertainment, and Recreation Marketing 8177 (co-op)

Advanced Sports, Entertainment, and Recreation Marketing 8178 (oe)

Grade Level: 12 (36 weeks)

Prerequisite: Sports, Entertainment, and Recreation Marketing 8175/8176

Students will continue their study of the sports, entertainment, and recreation industry including the impact of Internet marketing and international marketing in this area. Other topics include market research, market segmentation, and sponsorships as well as planning, implementing, and evaluating SER events. Also covered will be working with agents and personal managers and appraising the role of labor unions in SER. Additional study will be focused on developing a career plan in the

sports, entertainment, and recreation area. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Sports, Entertainment, and Recreation Marketing 8175/8176 and one of the following: <ul style="list-style-type: none"> Advanced Sports, Entertainment, and Recreation Marketing 8177/8178 Advanced Marketing 8130/8131 Internet Marketing 8125 Marketing Management 8132 	Sports, Entertainment, and Recreation Marketing 8175/8176 and Advanced Sports, Entertainment, and Recreation Marketing 8177/8178 and one of the following: <ul style="list-style-type: none"> Internet Marketing 8125 Marketing Management 8132 	Available upon completion of Sports, Entertainment, and Recreation Marketing: <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) Available upon completion of Advanced Sports, Entertainment, and Recreation Marketing: <ul style="list-style-type: none"> Fundamental Concepts of Business and Marketing Certificate (ASK Institute) Advanced Concepts of Business and Marketing Certificate (ASK Institute) National Professional Certification in Customer Service (National Retail Federation Foundation) 	Hospitality and Tourism

Travel and Tourism Marketing 8165 (co-op)

Travel and Tourism Marketing 8166 (oe)

Grade Levels: 11, 12 (36 weeks)

Students develop skills in the areas of communication, human relations, mathematics, creative selling, sales promotion, industry technology, and market research. They learn computerized systems used by major airlines and travel agencies. In addition, students obtain a thorough understanding of the travel and tourism industry and the career options available. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Advanced Travel and Tourism Marketing 8167 (co-op)

Advanced Travel and Tourism Marketing 8168 (oe)

Grade Level: 12 (36 weeks)

Prerequisite: Travel and Tourism Marketing 8165 or 8166

Students gain in-depth knowledge of the marketing functions within the travel-tourism industry and the management responsibilities for those functions. They develop advanced competencies in the areas of communication, human relations, mathematics, creative selling, promotion, industry technology, and marketing research. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Travel/Tourism Marketing 8165/8166 and one of the following: <ul style="list-style-type: none"> • Advanced Travel/Tourism Marketing 8167/8168 • Internet Marketing 8125 • Marketing Management 8132 	Travel/Tourism Marketing 8165/8166 and Advanced Travel/Tourism Marketing 8167/8168 and one of the following: <ul style="list-style-type: none"> • Internet Marketing 8125 • Marketing Management 8132 	Available upon completion of Travel and Tourism Marketing: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) Available upon completion of Advanced Travel and Tourism Marketing: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate (ASK Institute) • Advanced Concepts of Business and Marketing Certificate (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) 	Hospitality and Tourism

Financial Services Marketing

Financial Services Marketing 8180 (co-op)

Financial Services Marketing 8181 (oe)

Grade Levels: 11, 12 (36 weeks)

In this specialized course, students with a career interest in the financial services marketing field gain an understanding of the financial services marketing industry, with emphasis in the areas of monetary systems; types of financial institutions; careers in finance; the Federal Reserve System; negotiable instruments; and advertising and public relations associated with this field. Skills necessary for entry-level employment in this industry include mathematics, oral and written communication, and accounting procedures. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Financial Services Marketing 8180/8181 and one of the following: <ul style="list-style-type: none"> • Advanced Marketing 8130/8131 • Internet Marketing 8125 • Marketing Management 8132 • International Marketing 8135 	N/A	Available upon completion of Financial Services Marketing: <ul style="list-style-type: none"> • Fundamental Concepts of Business and Marketing Certificate (ASK Institute) • Advanced Concepts of Business and Marketing Certificate (ASK Institute) • National Professional Certification in Customer Service (National Retail Federation Foundation) 	Finance

Real Estate Marketing

Real Estate Marketing 8191 (oe)

Grade Level: 12 (36 weeks)

Students gain skills related to sales, real estate financing, ownership rights, investments, ethics, and 60 hours of Real Estate Principles (requirements for admission to the Virginia Real Estate exam). Upon successful completion of the course, taught by an instructor approved by the Marketing program and the Virginia Real Estate Commission, students are eligible to take the Virginia real estate licensing exam. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Concentration Sequences	Specialization Sequences	Certification/License/Assessment Available	Career Cluster
Real Estate Marketing 8191 and one of the following: <ul style="list-style-type: none">• Marketing 8120/8121• Internet Marketing 8125• International Marketing 8135• Marketing Management 8132• One of the Hospitality, Tourism, and Recreation Marketing courses	N/A	License examination available upon completion of Real Estate Marketing: Real Estate Salesperson (Virginia Real Estate Board)	Marketing, Sales, and Service

Special Program

Marketing Dual Enrollment with Postsecondary 8198

For information, please contact the Marketing Program Specialist, Virginia Department of Education.

